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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1   1. (currently amended) A computerized method of processing test data that

2   is relevant to specific behavior of visitors of at least one network accessible

3   site comprising the steps of:

4   receiving pre-test information related to determining an

5   estimation of [[said]] anticipated behavior of said visitors to said at least one

6   network accessible site;

7   monitoring actual behavior of said visitors upon accessing said

8   at least one network accessible site; [[and]]

9   employing said pre-test information and a Bayesian estimation

10   approach to using said monitoring of said actual behavior so as to provide

11   updated estimations of subsequent visitor behavior, said behavior being

12   related to whether said visitors are converted while accessing said at least

13   one network accessible site, said pre-test information and said updated

14   estimations being related to determination of conversion rates; [[rates.]]

15   determining a required test sample size for said monitoring

16   of said actual behavior in order to provide said updated estimations of

17   subsequent visitor behavior, including adaptively adjusting said determination

18   of said required test sample size on a basis of achieving a target confidence

19   level regarding said updated estimations; and

20   determining a post-test estimation of said subsequent visitor

21   behavior, including selecting between using a systematic sampling approach

22   and using a negative binomial sampling approach, said negative binomial

23   sampling approach being selected in response to unavailability of said

24   required test sample size for said monitoring;

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25   wherein an automatic process is defined by integration of said

26   steps of receiving, monitoring and employing with said steps of determining a

27   required test sample size and determining said post-test estimation, said

28   post-test estimation being configured to provide a basis for determining

29   interactions during subsequent visits to said at least one network accessible

30   site.

1   2. (currently amended) The computerized method of claim 1 wherein said

2   step of receiving said pre-test information includes accessing a probability

3   distribution characterization of said anticipated behavior, including utilizing

4   confidence parameters that are based on confidence of accuracy of

5   estimates.

1   3. (cancelled)

1   4. (currently amended) The computerized method of claim 1 wherein each

2   said network accessible site is a website available via the global

3   communications network referred to as the internet.

1   5. (cancelled)

1   6. (currently amended) The computerized method of [[claim 5]] claim 1

2   wherein said step of determining said required test sample size includes

3   utilizing negative binomial sampling.

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1   7. (currently amended) The computerized method of [[claim 5]] claim 1
2   wherein said step of determining said required test sample size includes
3   utilizing systematic sampling.

1   8. (cancelled)

1   9. (currently amended) The computerized method of [[claim 8]] claim 1
2   wherein said negative binomial sampling approach is used to calculate a
3   predicted conversion rate of a desired behavior at a website.

1   10. (currently amended) A computerized method of processing test data that
2   is relevant to specific behavior of visitors of at least one network accessible
3   site comprising the computer-executable process steps of:
4   detecting conversions at said at least one network accessible
5   site, where said conversions are specific interactions that are entered by said
6   visitors; [[and]]
7   utilizing automated negative binomial sampling to determine an
8   adaptive minimum sample size for estimating a conversion rate for
9   subsequent visitors, such that an estimated conversion rate is available for
10   basing determinations regarding subsequent operations of said at least one
11   network accessible site, including basing said adaptive minimum sampling
12   size and an estimate of said conversion rate on said detecting of said
13   conversions and upon a measure of confidence[[.]] ; and
14   activating automated systematic sampling to determine said
15   adaptive minimum sampling size for estimating said conversion rate upon
16   detection of acquiring a threshold number of samples, said negative binomial
17   sampling being disabled following said acquiring said threshold number of
18   samples.

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1 11. (currently amended) The <u>computerized</u> method of claim 10 wherein said
2 step of utilizing negative binomial sampling includes determining a target
3 number (m) of conversions and an anticipated number (T) of visitors in order
4 to reach m, with T having a negative binomial distribution and with said
5 estimate of said conversion rate being equal to m/T.

1 12. (currently amended) The <u>computerized</u> method of claim 10 wherein said
2 detecting step includes monitoring visitor activity in interaction with a website
3 of the Internet.

1 13. (currently amended) The <u>computerized</u> method of claim 10 wherein said
2 measure of confidence is a confidence level regarding accuracy of said
3 estimate of said conversion rate.

1 14. (currently amended) A~computerized~system <u>A computer-usable medium</u>
2 <u>containing computer-executable code</u> for processing test data that is relevant
3 to specific behavior of visitors of at least one network accessible site
4 comprising:
5 　　　　a first module component configured to determine an initial
6 conversion-related estimate on a basis of pre-testing information;
7 　　　　a second module component configured to generate updates of
8 said conversion-related estimate in response to monitored behavior of said
9 visitors of said at least one network accessible site<u>, thereby enabling</u>
10 <u>operations at said at least one network accessible site to be determined on a</u>
11 <u>basis of said conversion-related estimate</u>; [[and]]
12 　　　　a third module component configured to dynamically adjust a
13 measure of a required test sample size of said visitors while maintaining a
14 target statistical confidence level[[.]] <u>, said third module component applying</u>
15 <u>systematic sampling; and</u>

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16   a fourth module component configured to utilize negative
17 binomial sampling to generate measures of said test sample size for
18 occurrences in which said required test sample size of said third module
19 component is unsatisfied.

1   15. (cancelled)

1   16. (currently amended) ~~The system~~ The computer-readable medium of
2   [[claim 15]] claim 14 wherein said first, second, third and fourth module
3   components are cooperative to determine said conversion-related estimates
4   as point estimates of conversion rates of said visitors to act in a desired
5   manner, each said act being a conversion.

1   17. (currently amended) ~~The system~~ The computer-readable medium of
2   claim 16 further comprising an execution module which monitors said visitors
3   of a website, such that conversions of said visitors are detected.

1   18. (currently amended) ~~The system~~ The computer-readable medium of
2   claim 14 wherein said second module component is enabled to generate said
3   updates utilizing Bayesian estimation.

1   19. (currently amended) ~~The system~~ The computer-readable medium of
2   claim 14 wherein said third module component is enabled to utilize negative
3   binomial sampling in determining said measure of said required test sample
4   size.